

Message Text

LIMITED OFFICIAL USE

PAGE 01 STATE 154770

73

ORIGIN TRSE-00

INFO OCT-01 EUR-25 ADP-00 FS-01 PA-03 PRS-01 USIA-15 L-03

H-03 FCC-03 OTPE-00 EB-11 COME-00 CIAE-00 INR-10

NSAE-00 RSC-01 /077 R

TX-387

DRAFTED BY TREASURY:SJCANNER

7/31/73 EXT. 20820

APPROVED BY EB/IFD/OMA:JKRIZAY

TREASURY - MR. KORP

TREASURY - MR. NEWMAN

COMMERCE - MR. HAMERSCHLAG

EB/IFD/OMA - MR. BALABANIS

EUR/CAN - MR. NEF

EB/TD - MR. FRANK

----- 021018

R 062136Z AUG 73

FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA

LIMITED OFFICIAL USE STATE 154770

E.O. 11652:N/A

TAGS: ETEL, CA

SUBJECT: CANADIAN CONTENT PROVISIONS FOR RADIO AND
TV ADVERTISEMENT

REF: (A) STATE 145207; (B) OTTAWA 1721

1. JULY 13, EDITION OF TORONTO GLOBE AND MAIL CARRIES
STORY BY BLAIK KIRBY THAT CANADIAN RADIO-TV COMMISSION
LIMITED OFFICIAL USE

LIMITED OFFICIAL USE

PAGE 02 STATE 154770

PLANNING CANADIAN CONTENT REGULATIONS FOR RADIO AND TV
COMMERCIALS, WHICH INTER-ALIA WOULD INCLUDE A 100 PERCENT
CANADIAN QUOTA FOR RADIO COMMERCIALS. WE ALSO UNDERSTAND

HEARINGS ARE NOW IN PROGRESS IN COMMONS COMMITTEE ON ADVERTISING AND VARIOUS PROPOSALS HAVE BEEN MADE WHICH WOULD AFFECT U.S., INCLUDING DISALLOWANCE TAX DEDUCTIONS FOR ADVERTISING DOLLARS SPENT FOR COMMERCIALS ON U.S. STATIONS.

2. EMBASSY REQUESTED TO PROVIDE FACTUAL DETAILS ON THESE PROPOSALS AND ANALYSIS OF IMPACT, TIMING OF IMPLEMENTATION AND OTHER SIGNIFICANT INFORMATION. ALSO REQUEST INFORMATION ON ANY OTHER DEVELOPMENTS IN ADVERTISING OTHER THAN THAT COVERED REFTELS WHICH EITHER DIRECTLY OR INDIRECTLY DISTORT TRADE OR SERVICES IN THIS AREA.

3. REPLY ON KIRBY STORY AND COMMITTEE HEARINGS REQUESTED SOONEST. INFO ON OTHER SUCH PRACTICES REQUESTED BY MID-AUGUST. ROGERS

LIMITED OFFICIAL USE

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 AUG 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE154770
Document Source: CORE
Document Unique ID: 00
Drafter: SJCANNER
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730855/aaaabodx.tel
Line Count: 77
Locator: TEXT ON-LINE
Office: ORIGIN TRSE
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 73 (A) STATE 145207; (B) OTTAWA 1721
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 31 AUG 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31-Aug-2001 by thigpegh>; APPROVED <13-Nov-2001 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CANADIAN CONTENT PROVISIONS FOR RADIO AND TV ADVERTISEMENT
TAGS: ETEL, CA
To: OTTAWA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005